

Amendments to the Claims:

1. (cancelled)
2. (cancelled)
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19. (cancelled)
20. (cancelled)
21. (cancelled)
22. (cancelled)
23. (new) A computer implemented method for managing inventory of a disk rental system comprising:
 - generating a user queue data structure comprising:
 - a list of ordered disk identifiers associated with user selected disks;
 - a status identifier for each disk identifier, the status identifiers including a checked out status, available status, and unavailable status;
 - maintaining a database of user queue data structures corresponding to a plurality of users;
 - generating an optimized purchase price for a disk identifier with a checked out status comprising searching the database of user queue data structures to identify the frequency of appearance of the disk identifier in all user queue data structures; and
 - storing the optimized purchase price in the user queue data structure and displaying the optimized purchase price to the user.
24. (new) The method of claim 23, further comprising:
 - receiving a user request to purchase a disk identifier with a checked out status;
 - and
 - sending a query to the user determining whether the user wishes to receive additional packaging associated with the disk identifier.
25. (new) The method of claim 23, further comprising:
 - receiving a user request to purchase a disk identifier with an available status;

generating an optimized purchase price and future purchase price for the disk identifier;

displaying the optimized purchase price and future purchase price to the user;

receiving a user request to purchase the disk identifier at the future purchase price and receive a rental copy;

updating a user priority to receive a rental copy of the disk identifier;

modifying the status identifier of the disk identifier to a checked out status, thereby initiating delivery of a rental copy to the user.

26. (new) The method of claim 25, wherein generating an optimized purchase price and future purchase price for the disk identifier comprises searching the database of user queue data structures to identify the frequency of appearance of the disk identifier in all user queue data structures.
27. (new) The method of claim 23, wherein identifying the frequency of appearance of the disk identifier in all user queue data structures comprises tallying the frequency of checked out statuses and available statuses.
28. (new) The method of claim 23, further comprising generating and sending an email notification to a user containing an optimized purchase price for a disk with a checked out status identifier.
29. (new) A computer readable storage medium storing instructions that when executed by a computer cause the computer to perform a method for managing inventory of a web-based disk rental system comprising, comprising:

generating a user queue data structure comprising:

a list of ordered disk identifiers associated with user selected disks; and

a status identifier for each disk identifier, the status identifiers including a checked out status, available status, and unavailable status;

maintaining a database of user queue data structures corresponding to a plurality of users;

generating an optimized purchase price for a disk identifier with a checked out status comprising searching the database of user queue data structures to identify the frequency of appearance of the disk identifier in all user queue data structures; and

storing the optimized purchase price in the user queue data structure and displaying the optimized purchase price to the user.

30. (new) The computer readable storage medium of claim 29, wherein the method further comprises:

receiving a user request to purchase a disk identifier with an available status;

generating an optimized purchase price and future purchase price for the disk identifier;

displaying the optimized purchase price and future purchase price to the user;

receiving a user request to purchase the disk identifier at the future purchase price and receive a rental copy;

updating a user priority to receive a rental copy of the disk identifier; and

modifying the status identifier of the disk identifier to a checked out status, thereby initiating delivery of a rental copy to the user.